ILLINOIS

America Recycles Day

ILLINOIS
DEPOSITORY
AUG 0 5 2003
UNIVERSITY OF ILLINOIS – URBANA
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REDEDICATE YOURSELF to RECYCLING

Illinois Department of Commerce and Economic Opportunity
Rod R. Blagojevich, Governor • Jack Lavin, Director

What is America

America Recycles Day (ARD) is a national event, an
difference recycling makes in our environment and o
Recycles Day can be observed throughout the year w
organization meetings.

One of the objectives of ARD is to collect "challenge ca
support recycling. There are many ways the cards c
throughout Illinois hold events such as recycled fashio
are made available. Personnel from the Illinois Depart
conjunction with the Illinois Recycling Association, als
the Illinois State Fairs where the cards are used in prize

America Recycles Day is also celebrated in other w
Illinois Recycles Patch at any time during the year. A
difficulty according to age. Last year, schoolchildren, sc
What a wonderful demonstration of how our youth e

Another popular program, especially in classrooms, is
recyclable items and those made from recycled mater
show how recycling does make a difference in reduci
year-round, but reserve yours early if you are aiming,

Dozens of Illinoisans have won prizes as a result of fil
participated in America Recycles Day. Prizes have inc
plastic, free-standing basketball hoops made with re
lodges. The drawings are held in December after Am
the nation in the number of challenge cards colle
supporters. The Illinois cards are then sent to the Nat
Walter Theefs of Morton Grove won one of the natio

This year's special promotion include a statewide pi
a discount on bottles of Pepsi. Beginning October 15
a coupon for a free pizza and a discount on Pepsi on
challenge card.

New to ARD sponsorship this year is Eagle Ridge Re
supply us with five "Recycle Yourself" spa weekends
out and send in an official ARD challenge card.

And, as always we are grateful to our Illinois busines
furniture and gardening accessories–Tailwinds, EP
as a result of entries at the Chicago Flower and Gard

363.70525
I15x

ecycles Day?

pecial way to celebrate and encourage the positive
orld. The official date is November 15th, but America
ublic events, activities in the classroom or at service

signed by the public, which indicate a commitment to
e distributed. Recycling educators and coordinators
ows and pop can collections where the challenge cards
of Commerce and Economic Opportunity (DCEO), in
n booths at the Chicago Flower and Garden Show and
vings for items such as recycled plastic lawn furniture.

For example, young people in Illinois may earn our
ey have to do is complete requirements that range in
, 4-H members and others earned some 7,000 patches.
ce recycling and caring for our earth!

"teacher trunk" line-up of circulating cases filled with
Teachers and other youth leaders can easily and clearly
aste and conserving resources. The cases are available
November 15th or Earth Day in the spring.

out a challenge card during the seven years Illinois has
refurbished computers, furniture made with recycled
d components, and overnight stays at state parks and
Recycles Day on November 15th. Illinois was third in
in 2002, with 20,000 cards submitted by recycling
ARD organization for the national drawing. Last year,
izes, a Trek bicycle!

veaway by Casey's General Stores, in conjunction with
hen a customer purchases a pizza, they will be offered
next purchase if they fill out an America Recycles Day

nd Spa–this premium Galena-area hotel has agreed to
rizes in our sweepstakes! Again, to enter you must fill

tners who supply us with prizes of wonderful outdoor
USPL. Several of these have already been given away
ow.

Ideas for Busine

- Hold an ARD pledge drive for employees.
- Buy recycled content products for your office, from r
 and rechargeable batteries.
- Include a bill stuffer in employee paychecks.
- Whenever possible, use recycled content paper for le
 and promotional materials.
- Use both sides of copy paper.
- Use e-mail for office communication, not paper.
- Use old or outdated printed material for notepads ar

Tips for Retail Outl

- Display a shopping cart filled with products that are
- Display an ARD poster and serve as a challenge card
- Distribute challenge cards at the counter.
- Contact your local government recycling coordinato
 support ARD. Offer employees to assist with local e
- Have a special day where a recycling expert will be
 recycled content products.

What can Governm

- Conduct a waste audit of government offices. Includ
 products are being utilized. Reward the office with
- Announce on November 15th a percentage of procu
 recycled and recyclable products.
- Run ARD public service announcements on your ca
- Set up displays of recycled products in public buildi
- Include an ARD article and/or challenge card in age

Schools, scouts and

- Conduct field trips to local recycling centers or land
- Participate in the DCEO Poster Contest for America
- Earn the Illinois Recycles Patch.
- Have a contest to see which class can collect the mo
- Have a contest to see which class can recycle the mo
- For a day or a week, integrate recycling information
 educational materials to help with this.

ses:

cled paper to toilet paper, paper towels

pads, phone message pads



hone messages.

ts:

yclable and/or contain recycled content.
llection point.

d ask what you can do to
nts and promotions, or donate funds to the event.
hand to answer customer questions about

nt Do?

calculation of how many recycled
e best score.
ent funds will be set aside for

access station.
, and make challenge cards available.
newsletters.

4-H can get involved:

.
cycles Day.



hallenge cards.
paper or aluminum cans.
o all subjects. DCEO has

Poster Contest

For the first time, a poster contest was held in Illinois schools this spring to celebrate America Recycles Day. Eligible entrants were required to be in the fourth, fifth or sixth grade, and only one finalist per classroom was allowed to enter.



The posters were judged on theme, clarity of the 4Rs message, originality and neatness/attractiveness. Experts in the areas of recycling, art and communications chose six winners from the nearly 100 finalist entries th combined into one poster that will serves as the officia paign. The winners also receive a special "earth flag" an the their school. The pizzas are supplied by Casey's Gen Association in sponsoring the poster contest. All parti

The winners are:

Carol Dooley • 6th grade
Waldo Middle School, Aurora

Paloma Trygar • 6th grade
Our Lady of Humility School, Beach Park

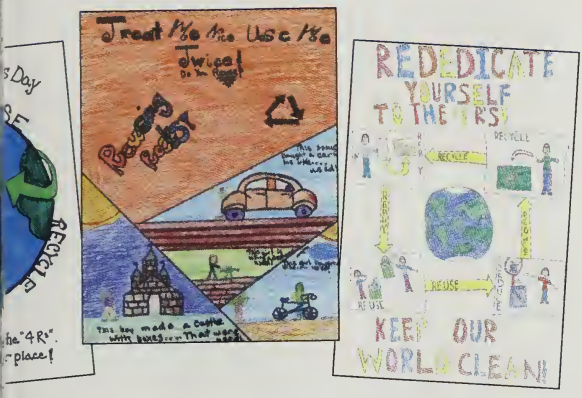
Robyn Scatena • 6th grade
Parkland School, McHenry

Claire Baumer • 4th grade
Cathedral Grade School, Belleville

Katie Schmidt • 4th grade
St. Petronille School, Glen Ellyn

Ben Henderson • 5th grade
Dirksen School, Schaumburg

inners Announced



vere submitted to DCEO. The winners' artwork will be nerica Recycles Day in Illinois poster for the fall cam- izza party for their classroom, and recycling videos for Stores, a partner with DCEO and the Illinois Recycling ting students are awarded a special certificate.



Enrietto Elected to National Board

Rebecca A. Enrietto, Illinois America Recycles Day State Coordinator, has been elected to the National Board of Directors of America Recycles Day Inc., a division of the National Recycling Coalition. Enrietto joins representatives of such sponsors as the National Soft Drink Association, Waste Management, Alcan Aluminum Corporation, Environmental Defense and Staples on the national board. The group offers support and guidance to states participating in America Recycles Day, and sets national ARD policy. This is the third year Enrietto has led the Illinois ARD effort.

AVAILABLE RESOURCES

- Bookmarks
- Challenge cards
- Illinois Recycles Patch Kit
- Teacher trunks
- Posters
- Pencils
- Cookie cutters
- Magnets
- Curriculum materials/activity books
- Comic books

If you are interested in any of the above materials, please e-mail Rebecca Enrietto at **rebecca_enrietto @commerce.state.il.us** and/or Melissa Block at **melissa_ block@commerce.state.il.us**. You may also contact us by phone at 217/785-0184. Quantities of some items are very limited. If you are interested in media and marketing opportunities for ARD, or want to know more about our sponsors, please contact Kathy Elwood at **elwoodkathy @aol.com**, or 773/267-8702.

Additional resources are available from your local recycling and solid waste coordinators, and from the following Web sites:
DCEO– **www.commerce. state.il.us**
Illinois Recycling Association–**www.illinoisrecycles.org**
America Recycles Day, Inc.–**www.americarecyclesday.org**

Please follow these procedures:

1. Request materials and challenge cards from DCEO.
2. Post events on Illinois and National Web sites.
3. Distribute materials; hold events.
4. Collect cards as soon as possible after November 15th.
5. Count and bundle cards.
6. Complete necessary forms.
7. Mail your packet to DCEO's Bureau of Energy and Recycling, Recycling Education Unit, 620 E. Adams, Springfield IL 62701 by November 20th.

Winners will be chosen and notified in December.

We would like to help publicize your events! If you contact us with information and photos, we are able to distribute the material through our partner, the Illinois Press Association, add it to our post-ARD folders for our sponsors, and submit the events to the National ARD organization for inclusion in their evaluations.

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